
The
FLORIDA ARCHITECT
OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.

F/A Panorama...

NOW HEAR THIS — PLAN A FIREPLACE FOR THE BATHROOM . . .

That's the latest recommendation for improving the home from Mrs. Edith Brazwell Evans, editor of LIVING for Young Homemakers Magazine, billed in a news release as "an authority on architecture and pioneer in magazine-industry efforts to provide better design and livability for the American family." Mrs. Evans urged her luncheon audience of 770 members of the National Association of Plumbing Contractors' Women's Auxiliary to plump for "a bathroom for every bedroom" big enough to hold a terry-covered chaise lounge and a fireplace. The current bathroom situation is "tragic", according to Mrs. Evans who told her audience it could be improved by women because ". . . we generally get what we ask for sooner or later."

MORE ROADS, MORE CARS — MORE CARS, MORE ROADS . . .

Right now, it's a vicious circle. But, according to Watson A. Bowes, a Denver realtor writing in a recent issue of the Society of Residential Appraisers' publication, the future development of air cars, moving sidewalks, pilotless planes and improved public transportation methods may make lots of the roads unnecessary by lowering the need for auto use. The real problem, the realtor said, isn't roads — it's storage for the autos. It takes 120 sq. ft. of space to house a downtown worker, 300 sq. ft. to house his car. Increased use of the new national highways points to a critical problem of planning and land use — finding enough urban real estate on which to build storage space for the additional autos which full development of road-building plans will involve.

NO NEED TO BUY IT — JUST SIGN A LEASE . . .

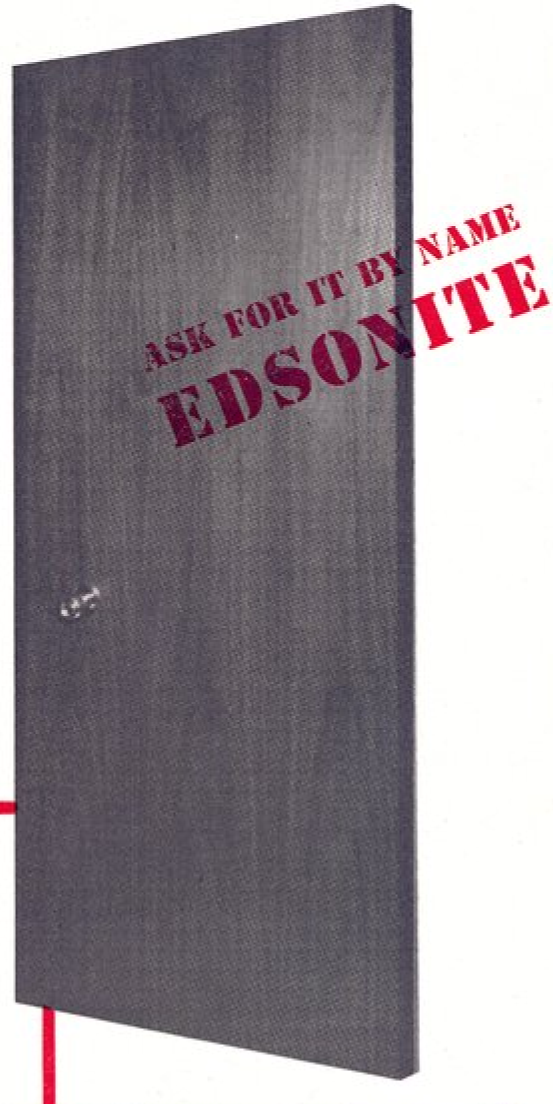
The lease agreement is fast becoming the magic wand of American business. It's an infant prodigy in the auto-renting field, an accepted convention of realty transactions. Now you can even lease capital. But the latest is this: Noise control equipment can now be leased by those who must have quiet conditions in their work and don't want the bother of getting it at a capital expenditure. The New York firm of Industrial Acoustics Company, Inc., will be glad to lease almost any type of quiet-producing unit — from an acoustic door, through "jet aircaft ground run-up silencers" to complete soundproof rooms for hospitals or industrial activities. So, if your clients need quiet — it can be theirs with a minimum of financial pain at a small rental cost.

GLOW OF GLAMOUR OR GUIDING LIGHT . . .

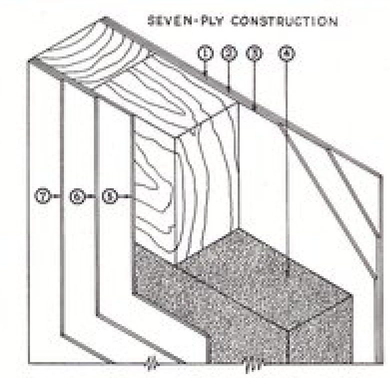
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The

Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

In This Issue ---

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Editor-Publisher

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NUMBER 8 **1960**

STA-BRITE

LIGHTS THE WORLD

...THE WORLD OF SHOPPERS WHO MEET IN MIAMI'S NEWEST SHOPPING CENTER



INTERIOR OF JACKSON'S/BYRONS DEPARTMENT STORE



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THE ULTIMATE IN LIGHTING FIXTURES

Broward County and Jax Adopt Ethical Bidding Codes

The Four-Hour Bid Plan, now operating effectively in other states, promises to solve construction industry problems here.

At long last the building industry in Florida has begun to clean its own house. After almost six years of efforts to find some practical answer to the problem evil of bid-shopping, at least two significant groups of building professionals have developed bid codes and have set in motion the machinery to make them work.

In Broward County, sparked by the Broward Builders Exchange at Ft. Lauderdale, the Bid Code is already going into operation on two jobs. In Jacksonville, under sponsorship of the Northeastern Florida Chapter, AGC, a Construction Practices Board has drawn up a code for ethical practice and procedure for receiving subbids and are about to test its operation on a $1-million school job.

Each of these new codes is based on the four-hour bid plan — a plan now generally accepted by the construction industry in such various areas as San Diego, St. Louis, San Antonio, Augusta, Lynchburg and the Carolinas. A story of the plan appeared in *The Florida Architect* for September, 1958. Since then various contractor and building groups throughout the state have shown increasing interest in it. But it has remained for the two organizations above to actually put the four-hour subbid plan into practical operation.

In Broward County, for example, the Builders Exchange got together a committee, drew up a Bid Code and issued it to some 500 contractors and subcontractors with a pledge card. Nearly half the pledge cards were returned with signatures. The Broward County Chapter, AIA, has endorsed the plan officially and most members have become signers of a pledge to abide by its provisions. The first two Bid Code jobs have already been issued in Ft. Lauderdale, one a four-story store and office building for which Howard McCall is the architect, the other a residence by architect Ray Peck.

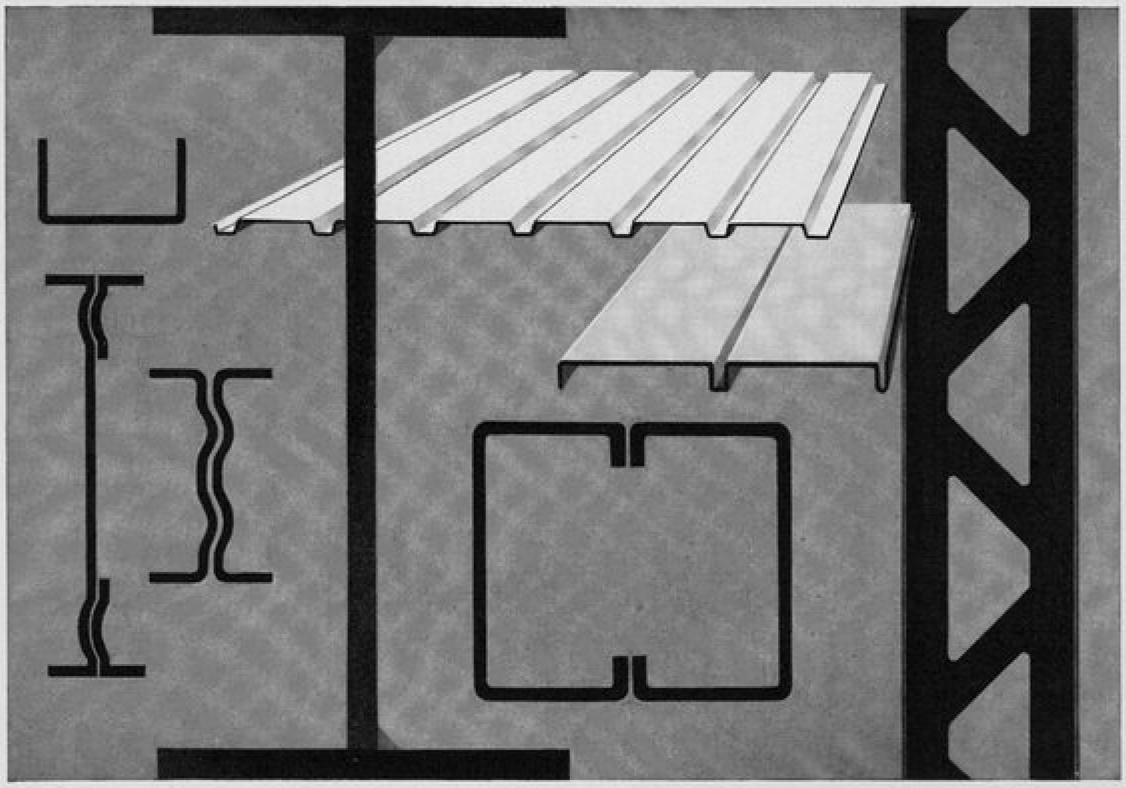
Though differing in phraseology and form of presentation, the new ethical bidding practice codes of both the Broward Builders Exchange and the Northeastern Construction Practices Board are essentially the same. Both are based on the general agreement that prime contractors will not ask for, nor accept, subbids later than four hours prior to the hour set for the general bid filing. In addition, the prime, or general, contractor will not invite nor accept bids from subcontractors to whom he would not award a subcontract if the subcontractor were a low bidder.

There is more, of course, to each Code. Each is sufficiently detailed so that agreed upon obligations of both general and subcontractors are made clear. The Jacksonville Code does not contain a section relative to architects — and herein lies the principal difference between the two documents. In Jacksonville the contractors are apparently confident of policing their own actions and feel secure in the active cooperation of architects toward this end.

In Broward, however, the architect is regarded as of first importance in the successful operation of the Bid Code plan. In addition to establishing routine procedures for issuance of drawings, setting the time and place for bid filing and the like, the Code specifies that the architect shall "*Invite bids from a list of not more than six contractors who have demonstrated their integrity, skill and responsibility and their ability to perform work of similar nature and who are signators to this code*" and shall "*Not invite or use bids from any prime contractor to whom, for any reason whatsoever, he would not award the work if such a contractor is a low bidder.*"

A spokesman for the Broward Builders' Exchange has designated the architect as a key figure in the successful operation of the Bid Code.

(Continued on Page 6)



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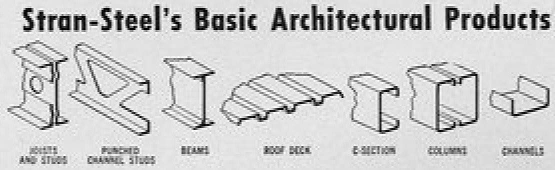
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Ethical Bidding Codes...

(Continued from Page 4)

"*Architects really are the controlling factors in this plan.*" said the commentator. "*If they will live up to the procedures specified for them in the Code, they have the power to enforce the Code by refusing to invite bidders who are not signators to it.*"

L. E. Davis, president of the Broward Builders' Exchange, called the Code " . . . *a cooperative 'honor system' of owners, architects, contractors, subcontractors and suppliers in the construction industry to set a standard for competitive bidding which will assure quality performance for the contsruction dollar.*"

If these two Bid Code experiments prove successful in the Broward County and Jacksonville areas, it is probable that groups elsewhere will rapidly adopt similar measures. In Dade County efforts toward this end have as yet not resulted in action. And to date, the same is true if the Orlando area. But it is reported that interest in the new code measures is running high in the Tampa-St. Petersburg area and in the locale of the Palm Beaches.

Information relative to the Broward County plan can be obtained from the Broward Builders Exchange, 404 N. Andrews Ave., Fort Lauderdale; and on the Jacksonville program from Northeastern Florida Construction Practices Board, 3110 Beach Boulevard, Jacksonville 7.

The Twins Who Work As An Architectural Team

Those attending the 1960 FAA Convention at Hollywood this November — and if you're a member of the FAA *this should mean YOU* — will be most privileged to meet and learn from two of the most remarkable men in the architectural profession. They are the OLGYAY twins — ALADAR and VICTOR — and, as the generally acknowledged top-ranking authorities on solar control, they will share their learning and experience with Florida architects at one of the most important design seminars of the Convention.

The Convention theme — MAN, CLIMATE AND THE ARCHITECT — was almost made to order for this brilliant team which has contributed significantly to the design solutions of man's climate problems. For many years they have interested themselves in architectural research — both are

(Continued on Page 8)



The Olgyay Twins — Aladar, left, Victor, right — authorities in the design and use of solar control devices, whose discussion of this important subject will be one of the highlights of the 1960 FAA Convention's technical seminar program.

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The Twins...

(Continued from Page 6)

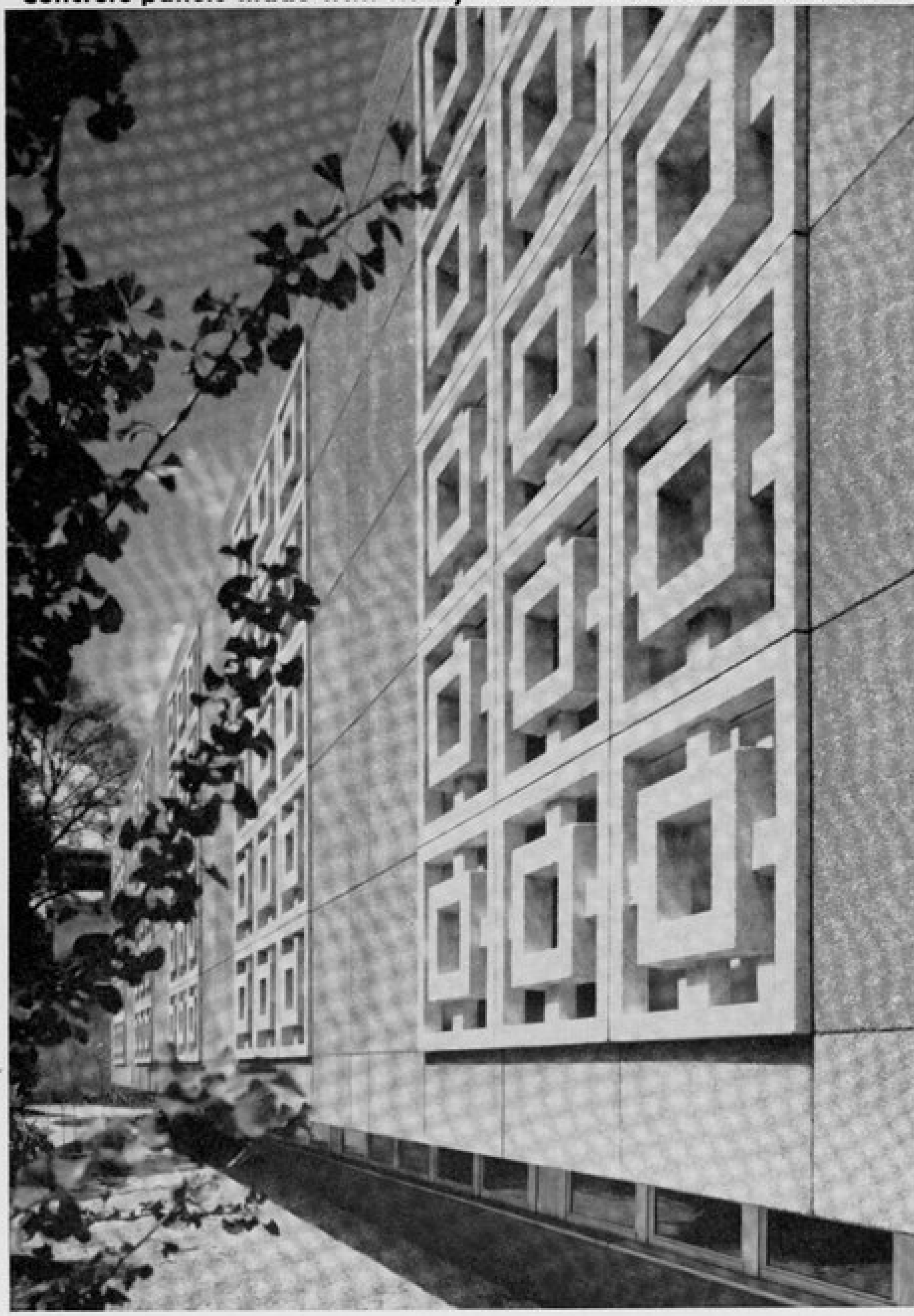
now Research Associates with the rank of Associate Professor at Princeton University's School of Architecture — with particular emphasis on design means capable of controlling the effects of solar radiation on interior conditions in buildings where people work and live.

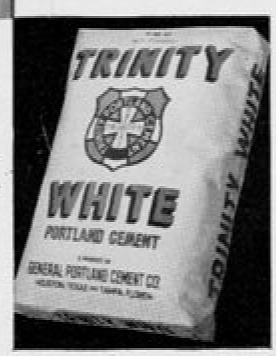
They have researched theories. But more than that, they have translated their findings into such practical terms that their volume, *"Solar Control and Shading Devices"*, published by the Princeton University Press in 1957, is recognized as a final technical authority on the subject. This volume is the current climax to a host of published articles and books reporting various aspects of the twins' architectural research findings. In 1952 their work, both here and abroad — was the subject of a monograph, *"The Work of Architects Olgyay and Olgyay"* published by Reinhold.

These accomplishments in a field of such specialized interest to Florida architects is remarkable in itself. But the careers of these two brothers are unique in that they are almost identical. It is as if each man functioned as one lobe of a composite brain, for all their lives they have worked together as a closely integrated intellectual and professional unit.

Natives of Budapest, Hungary, both received diplomas as architectural engineers from the Royal Polytechnical University, Budapest. Both won the Prix de Rome and studied in Italy during 1943-45 then followed this by a year of housing study in London. Both were named Kendall Fellows at Columbia University in 1937-38, then were granted architectural registration in Budapest. In 1951 they were granted NCARB registration here and shortly thereafter won Guggenheim Fellowships. Prior to their present appointments at Princeton, both served at the MIT School of Architecture after a four-year term as assistant professors of architecture at Notre Dame.

So far as information is available they have gone separate ways in only one professional detail. Aladar, in 1957, became a member of the New Jersey Chapter, AIA. Victor's name, however, is not listed in the 1960 AIA membership list.




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Another Florida First...

Experiment With Progress...

For some time the State Department of Education has been weighing the possibilities of air conditioning in public schools. The subject bulked importantly during the Junior High School Facilities Conference held in Jacksonville last fall. Since then a bold and progressive step has been taken with the cooperative backing of the Department, the Pinellas County Board of Public Instruction has undertaken a three-year study of air conditioning in schools. This program is now well under way and has already shown significant results. . . . This is a report of the first phase of the project. . . .

In Pinellas County an experiment is now underway relative to schoolhouse construction which, even in its presently incomplete stage, promises to have far-reaching effects on school design all over the country. It is a *comparative* experiment to determine the overall values of air conditioning in public schools.

The experiment involves two schools of almost exactly the same size. One, the Pinellas Park Junior High School, designed by Charles L. Colwell, AIA, does *not* contain air conditioning. The other, the Oak Grove Junior High School, for which the firm of Bruce and Parrish were architects, is completely air conditioned. Both schools have been designed to identical educational specifications down to the last detail. And in each building efforts have been made to produce the maximum in educational value per building dollar. The parallel building programs were set up by officials of the Pinellas County Board of Public Instruction as the basis for a comparative, long-range study of air conditioning values. Thus they made sure in advance of bidding that there were no significant differences between the two jobs not directly attributable to, and practical only with, year 'round air conditioning.

This comparative experimental study is the first of its kind ever attempted so far as is known to the educators and building professionals engaged in it. Full air conditioning in schools is, of course, not new in itself. Throughout the country some 200 schools have been built. In many cases they appear to have cost no more than would equivalent educational facilities without air conditioning; and many architects and educational officials hold firm opinions toward this point of view.

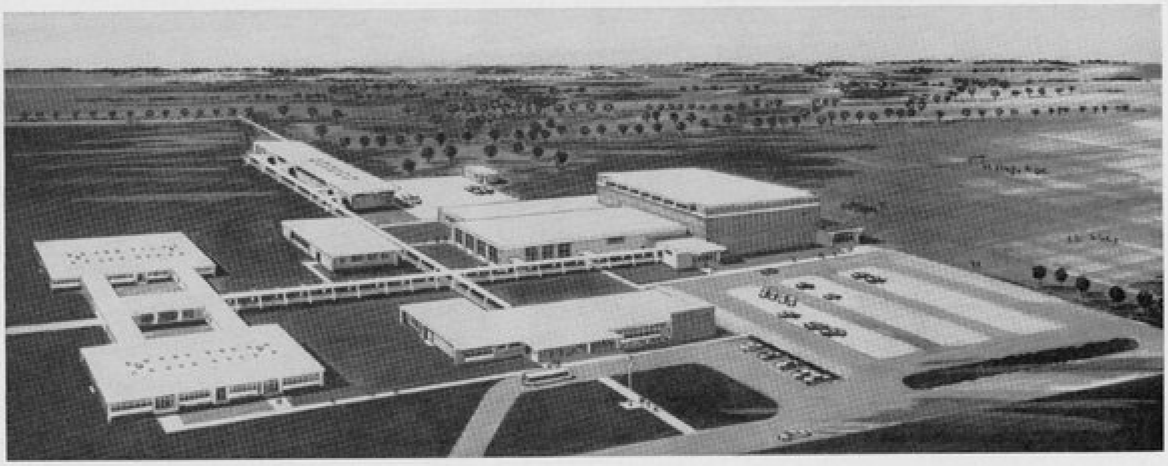
But thus far there has been no actual comparative demonstration to prove the validity of such opinions. Nearest to this have been attempts to study comparative costs of air conditioning based on alternative designs. The Syracuse, N. Y., School Board made one notable attempt of this kind in 1958. Completed designs were made for identical educational facilities, one with, the other without, air conditioning. The result was a theoretical saving of about $69,000 on a $2,033,000 building. The Syracuse Board decided on the air conditioned scheme which was built at a cost close to the original estimate. But since the non-air conditioned school was never constructed, its actual cost as a basis for comparison could not be determined with certainty.

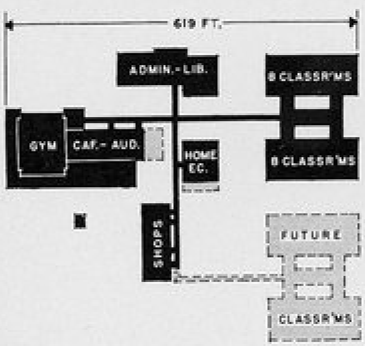
In the Pinellas County project this uncertainty will not exist. Both schools have been planned with an ultimate capacity of 32 classrooms — though original construction was on the basis of 16 classrooms each with other basic spaces as shown in comparative diagrams on the two following pages. For the first phase of the building programs, educational space was virtually identical, being 49,159 sq. ft. in the air conditioned Oak Grove School and 47,880 sq. ft. in the Pinellas Park buildings.

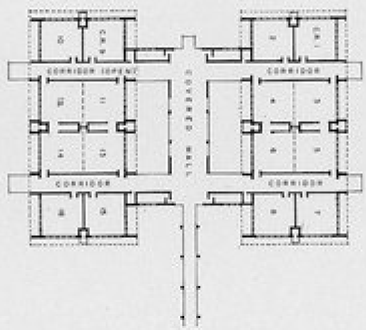
Until both buildings have been entirely developed to their 32-classroom capacity, cost comparisons must necessarily be regarded as inconclusive. But, even at the first stage bidding there was an apparent advantage on the side of the air conditioned Oak Grove project. The base bid for the Pinellas Park school received last November — less the cost of a sewage-lift station not included in the base bid for the comparison school — was $584,749. On the basis of nominal area, as figured by the Florida State Board of Education, this works out to a square foot cost of $8.80.

The base bid for the air conditioned Oak Grove school, received April 13 this year, was $582,900. This was $1,849 *less* than the base bid for the same educational facilities *without* air conditioning; and it is the more interesting because, between the dates when the two schools were bid, the

With no air conditioning except the Florida breeze...







The cluster plan of the Pinellas Park Junior High School, Charles L. Colwell, architect, uses up a large part of its 20-acre site and involves extra expense for connecting walkways, additional perimter walls. Natural cross ventilation is important, thus requiring two window walls in classrooms or use of special exhaust fans to assure adequate breeze cooling. . . . Construction cost of this school was higher, without air conditioning equipment, than was that of the comparison school, opposite, which was planned for a complete air conditioning system.

construction cost index shown a small, but definite increase. The cost per sq. ft., $8.89, was slightly higher than the Pinellas Park job.

These two figures do not represent the contract prices for the two schools. Understandably enough, certain items of cost were particularly involved in the contract price of each school. For example, in the case of the Pinellas Park buildings, the Board is spending almost $35,000 on a special type of site preparation. This treatment was not needed at Oak Grove and its cost has not been taken into account in comparing the two schools — even though it resulted in reducing somewhat the cost of the Pinellas Park foundations.

At both schools there were other items also — driveways, parking areas, sidewalks, fences and gates — which brought the final cost of Oak Grove to $594,000 as against $594,761 for Pinellas Park. This gives a $761 leg-up on the side of air conditioning. But, as noted above, the score will probably be much more substantial when the ultimate 32-classrooms have been completed.

For example, much of the Oak Grove cost savings were in the classroom portion of the building; and these will undoubtedly be reflected as additional classrooms are built. Then, too, the boiler and piping in the Oak Grove school are sized for the 32-classroom capacity. Taking such things as these into account, it seems probable that the ultimate cost figures of the fully air conditioned Oak Grove school will show up to be considerably less than those for its comparison project.

Actually, this now seems to be a foregone conclusion, for in June base bids were taken for an eight-classroom addition to each school. That for the Pinellas Park job came in at $90,029, plus alternate for Civil Defense Alarm. The bid for adding eight more air conditioned classrooms to the Oak Grove school came to $80,094, plus Civil Defense Alarm — or a saving of almost $16,00 on comparable instructional space.

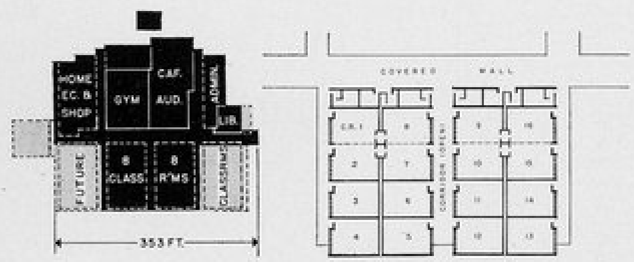
These cost economies seem the more remarkable in view of the fact that the cost for heating and ventilating the Pinellas Park school was very low — only $0.67 per sq. ft., a little more than half the national average. The comparable cost for air conditioning in the Oak Grove school is about $1.60 per sq. ft. It certainly seems significant that school construction for air conditioning is proving lower than for construction without air conditioning even in a state where heating costs are very low and air conditioning costs could be assumed to be substantially higher than the average elsewhere. Even on the basis of the comparative experiment thus far, opinions of air conditioning advocates seem justified in terms of construction costs alone.

Of course, there is more to it than that. Operating costs must be charted; comparative maintenance expenses taken heavily into consideration. The

With complete air conditioning . . .



All indications are that the ultimate construction cost of the completed 32-classroom Oak Grove Junior High School, Bruce and Parrish, architects, will prove substantially lower than that of the comparison school without air conditioning, including operating and maintenance costs.



study represented by this comparative construction program will deal not only with these points, but such important matters as how air conditioning may affect school attendance and the health and morale of students and teachers. It will provide a check on the increased use of the building by the community due to available comfort facilities. And of even more importance, the three-year study undertaken by the Pinellas Board will aim toward an evaluation of educational effectiveness developed in an educational plant with full air conditioning as compared to that without such a facility. This part of the comparison program is particularly ambitious. It could furnish a documented case-study applicable not only throughout the state, but valuable also on a national basis. For this part of the program the Pinellas Board has requested a grant from the U.S. Department of Health, Education and Welfare.

Almost as significant from the architectural viewpoint is the effect air conditioning has had on the design of the comparison schools. The Pinellas Park project was developed on a cluster plan, typical of functional Florida practice which orients units for maximum breeze cooling. The Oak Park school departs radically from this practice in that requirements of the air conditioning system largely determined the layout of the various spaces and their relationship to one another.

At Pinellas Park, circulation is largely of an exterior character. At Oak Grove the reverse is true. Circulation is primarily interior; and all weather walls have been reduced to a minimum. Major glass areas have been protected from direct sunlight and natural cross ventilation has not been considered except in the gymnasium which functions as an air conditioned space only at night. Note that in the compact Oak Grove classroom scheme, each eight-room unit is bisected by what the architects call an "air chase" — a kind of utility channel containing both electrical distribution as well as insulated hot and cold lines. These also act as outside air ducts and as access ways for servicing and repair.

In the Pinellas Park scheme, classrooms are nearly square and either have windows on two sides or are equipped with exhaust fans to meet regulations relative to breeze cooling. Building units are connected by open, but covered, walkways. Heating is by residential-type, gas-fired furnaces, serving adjoining classrooms.

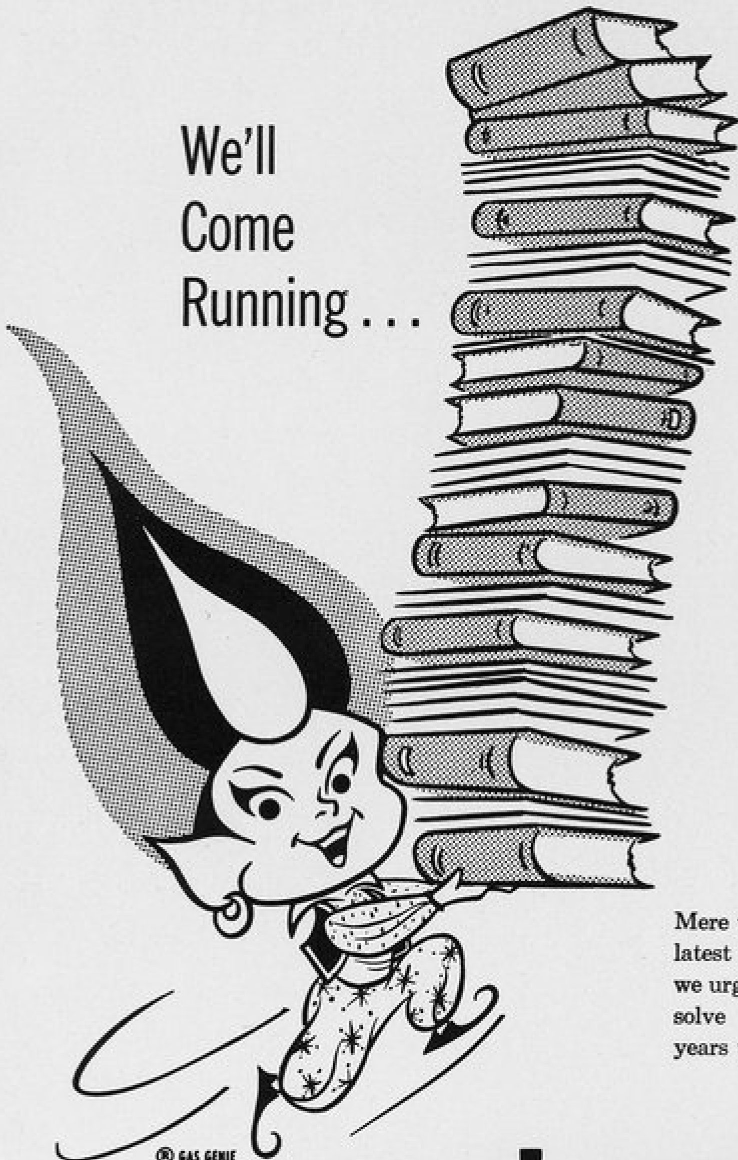
In the Oak Grove scheme, classrooms are rectangular, with the short dimensions abutting the air chases, thus materially reducing corridor lengths. Windows are high on walls, with lockers beneath facing corridors; and ceiling heights have been reduced to nine feet in all classrooms and offices. All-season air conditioning with thermostatically controlled heating, cooling and ventilating is supplied by a series of Herman Nelson unit ventilators set on the floor against inside walls and surrounded by built-in counters and storage cabinets.

When Oak Grove has reached its ultimate extent of 32 classrooms, the present 120-ton refrigeration capacity will increase to 160 tons. Air conditioning equipment includes a natural gas-fired boiler and engine-driven air-conditioning compressors, fueled with natural gas. This equipment is located in a separate building near the cafeteria kitchen and gymnasium shower rooms.

This Pinellas County experiment is one which many a county school board might well be proud to have initiated. Credit for its launching belongs first of all, to Floyd T. Christian, Pinellas County's able and vigorous Superintendent of Public Instruction. At the State level the comparison project had the enthusiastic backing of both State Superintendent Thomas D. Bailey and School Plant Administrator Dr. Carroll W. McGuffey. Various members of the School Plant Facilities Council have also demonstrated an active and helpful interest in the project.

So Florida educators and Florida architects have initiated another Florida *first*. There is little question relative to the importance or wide significance of this Pinellas County program. This is an experiment well worth watching.

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Two Recently Completed Small Buildings

1 . . . ROMPON RESIDENCE

Pinellas County, Florida

Wakeling and Levison, Architects
Donald S. Williams, Associate

John C. Horvath, General Contractor

Wm. Amick





Photos by Wm. Amick

The Z-plan of this house was determined by a combination of three factors. First was the site, chosen by owner and architect for its cluster of water oaks and its orientation to permit opening private areas to the south. Second was the desirability of preserving as many of the trees as possible; and third were the requirements of the owner relative to living needs and general room arrangements.

One requirement, for example, was that the master bedroom be self-contained as a unit completely private to the rest of the house. Another was the grouping of office, laundry, pantry and kitchen in an equally self-contained service unit. Still a third was a screened patio as large as the building budget would allow.

The Z-plan developed naturally from placing the garage and service unit nearest the street and the master bedroom toward the south on the opposite side of the lot. Location of the living-dining area and the other two bedrooms followed logically to round out space requirements. One particu-

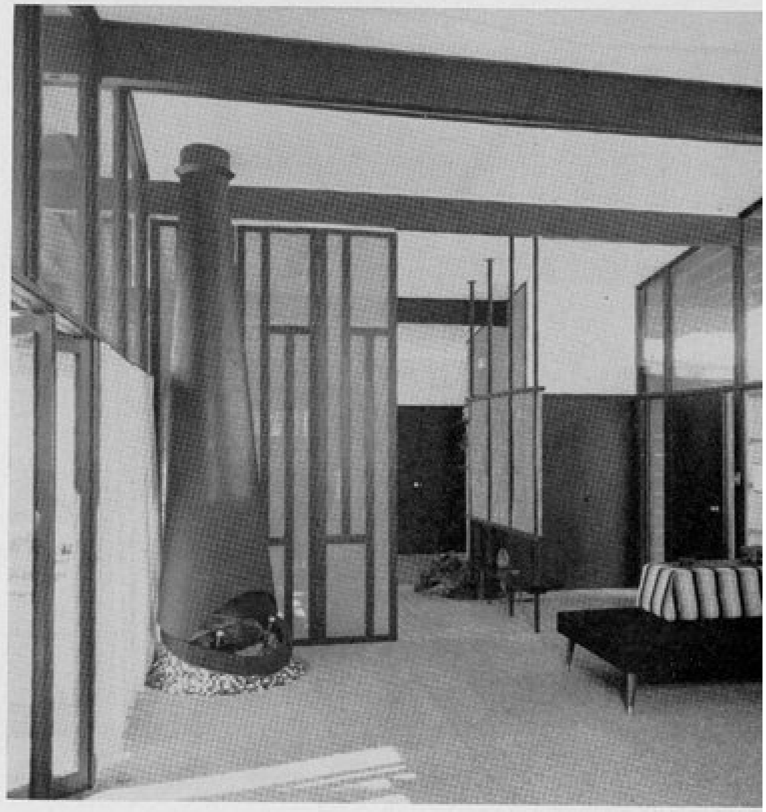


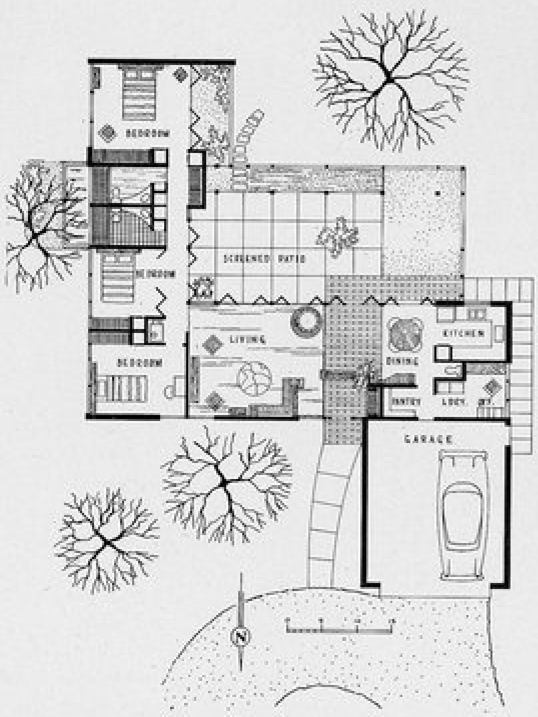
With the exterior bi-fold door fully opened the screen patio merges with dining room, living room and guest bedroom to provide one great unobstructed indoor-outdoor living area. Yet privacy can be easily achieved where and when desired by simply closing doors as needed.

larly fortunate result of this arrangement is that the middle bedroom can be, like the living room, completely opened to the patio — or when the interior gallery wall is closed, can become a private family room or den.

As to the exterior, need for design balance and privacy from the street and adjacent properties dictated high and continuous operating windows in the bedrooms — which also permitted complete furniture flexibility. In the living room operating windows are in relatively unusable wall space and are floor to ceiling for maximum ventilation. On the patio side, a series of exterior bi-fold doors was the obvious answer to the owner's requirement that the patio be completely openable to living areas.

Structure involves a post and beam system with 8-foot bays, framed with 2 by 4 joists 2 ft. oc. and sheathed with standard sheets of plywood. Bearing walls are exposed concrete block, integrally colored. Portions of the exterior are faced with horizontally reinforced walls of limestone brick.







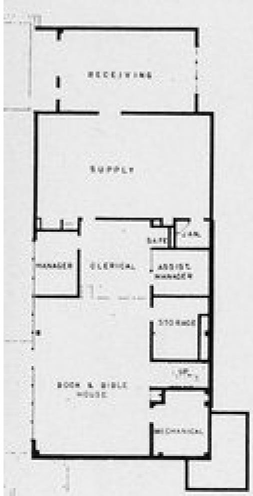
The sunken tubs in both bathrooms—and the adjacent pool—were poured as part of the foundation which was designed as a flat slab and integrally waterproofed. It also serves as a cover for under-floor heat distribution ducts. Bathroom floors are tiled, those in bedrooms and kitchen are cork. Floor in the living room is carpeted.

2 . . . HEADQUARTERS BUILDING, Florida Conference of Seventh-day Adventists Orlando, Florida

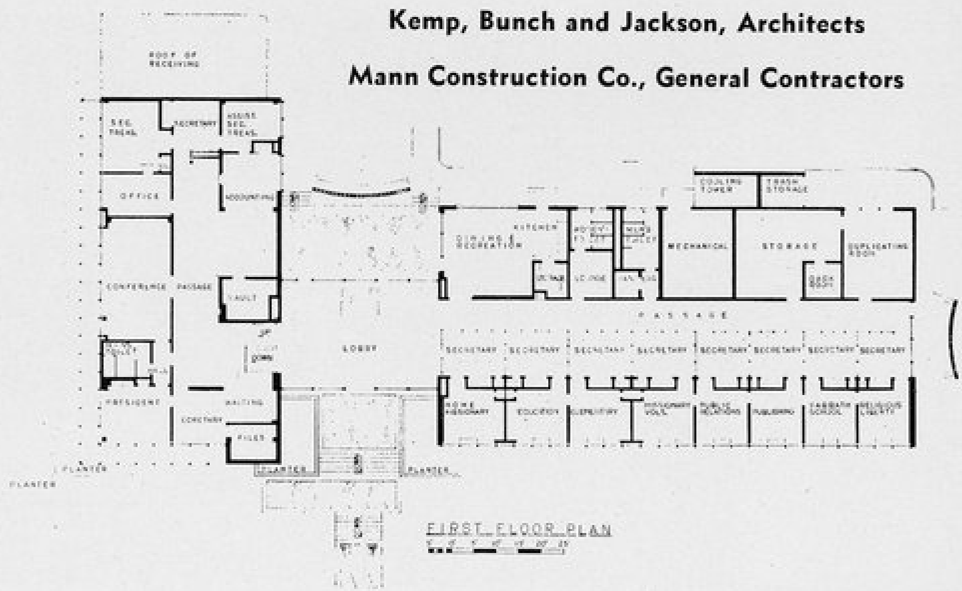


Kemp, Bunch and Jackson, Architects

Mann Construction Co., General Contractors



BASEMENT PLAN



FIRST FLOOR PLAN

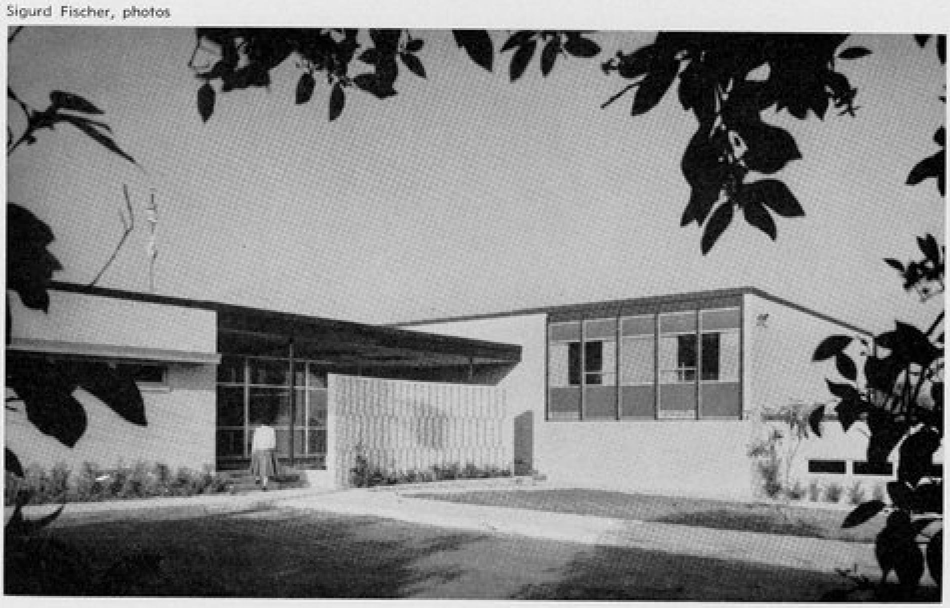


The building houses the State Headquarters for the Florida Conference of Seventh-day Adventists. It also contains the Book and Bible House which serves the publication needs of this denomination's congregations throughout the state; and all administrative and fiscal functions are headquartered in this building.

The site slopes down to the north and overlooks a large lake across Rollins Avenue. Provision has been made for expansion of the one-story wing to the west. The entire building is air conditioned. Construction is incombustible throughout and of semi-fireproof rating.

The architects' comment on this building: "*This building is rated as one of our more successful smaller jobs from every standpoint — not the least of which was the excellent handling and construction 'know-how' of the general contractor.*"

Sigurd Fischer, photos



Know Your State Law...

Ethics...and The Law

This is the third of a continuing series of articles on Architects Law of Florida — Chapter 467 of the Florida Statutes. The series has been designed to bring to practicing architects and others clarification of various provisions of the law. Some of these provisions have been the subjct of misunderstanding on these provisions have been the subject of misunderstanding on the part of many practicing architects. To make certain that explanations of them are both clear and accurate, these articles have been submitted to members of the Florida State Board of Architecture prior to publication.

To many architects the line between the ethics of professional practice and conformity with the laws regulating that practice is, at best, a very dim and fine one. They argue —with at least some philosophical justification — that the statutes were originally written to protect the public; and that since unethical practices tend to do the public harm, provisions of the law should be construed to cover professional behavior as well as professional competence.

So, in the past the State Board of Architecture has received complaints from architects relative to "unfair competition," "job stealing," "fee cutting" and the like. Such complaints are now less frequent; but there still exists sufficient misunderstanding about the regulatory provisisions of the Architects' Law in Florida to justify some clarifying comment.

Those who have studied carefully the various provisions of Chapter 467 have concluded that the legislature by this statute intended to guard the public's interest relative to the practice of architecture. To accomplish that purpose a State Board was established to administer the law. The law itself charged this Board with making detailed rules and regulations; but it also provided the Board with a broad background of both purpose and procedure upon which its authority could be based and against which its decisions on both policy and procedure could be measured.

The law recognizes the practice of architecture as a personal-service activity — and even as a professional type of activity. For example, Section 467.08 prohibits the issuance of a certificate except to "*individual persons*"; and Section 467.11 requires, for registration by exemption, "*satisfactory evidence of continued honorable professional conduct*" in addition to technical competence as evidenced by an NCARB certificate. Recognizing also that abuse of the privilege to practice might occur, legislators provided for suspending or revoking the registration privilege under certain circumstances and as a result of certain acts.

These provisions are detailed in Section 467.14. In part this section reads, "*Any architect's registration . . . may be suspended . . . or revoked . . . for gross incompetency, or negligence in the construction of buildings, or for a dishonest practice or practices on the part of the holder thereof as an architect . . . for willfully misleading or defrauding any person employing him as an architect, or for the violation of this or any other law of this state relating to the practice or architecture or any lawful rule or regulation made by the Board pursuant to law . . .*"

These are admittedly broad and rather inclusive conditions under

which disciplinary action could be taken by the Board. And the inaccurate interpretation of these conditions furnishes the basis for most of the misunderstanding that exists. Those who read this section as a mandate for the State Board to guard the ethics of the profession have missed one very important point. That is the clear provision that the Board has disciplinary jurisdiction only in reference to those acts committed by a registered person " . . . *as an architect*."

Herein lies the difference between legal conformity and ethical behavior. The law — in practical effect enforced through the State Board of Architecture — has no control over the behavior of an architect as a *person* —over his morals or his personal, as distinguished from professional, integrity or his individual relationship with his professional colleagues. When an architect conducts an advertising campaign, or submits free sketches to get a job, or quotes substandard fees or deprecates fellow-practitioners to his own advantage, he is not subject to *legal* discipline under the statute. For all these things form a pattern of personal behavior. He has not committed such acts *as an architect*, but as an individual. For that this law cannot touch him —unfortunate as that fact may seem to be.

One might argue that such acts of unethical behavior could be construed as the "*dishonest practice or practices*" noted in Section 467.14. Morally dishonest and even intellectually dishonest they may be. But they cannot be held as being *legally* dishonest under the statutes since they involve only the private actions of an individual and do not concern the individual's relationship with the public *as as architect*.

The function of the State Board is spelled out in Section 467.03. In essence it is to " . . . *regulate the practice of architecture under the laws of the state*." It has not been given specific jurisdiction over the ethics of the profession or the power or authority to either establish or maintain ethical standards for professional behavior. This is the function of a professional organization. As such it is one of the chief responsibilities of the AIA at Chapter, State, Regional and National levels.

WHEN AMERICA BUILDS FOR ECONOMY . . . IT BUILDS WITH CONCRETE



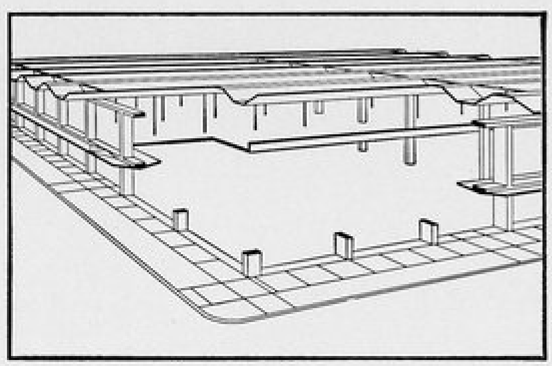
Sears, Roebuck & Company's Tampa store . . .

concrete folded plate roof achieves large, unobstructed floor area

One of the basic requirements here was to achieve unobstructed floor space with economy. Architects Weed, Russell, Johnson & Associates found the answer by using a concrete shell in the form of a folded plate. This construction made it possible to span the entire floor area with only one interior row of columns . . . and suspend the second floor from the roof. The result: 163,715 square feet of *fully flexible* floor space, so important to any retail selling operation.

Folded plate design is, in itself, unique and interesting. And only concrete can give the added boldness of the wide, cantilevered overhang.

▸It's one more example of the way new uses of concrete are bringing big economies and added vitality to both conventional and modern architecture.



Isometric view showing 125-foot c on c spacing of main columns. Floor slab is supported by 3-inch plates welded together to form a hanger. Hangers are spaced 25 feet c on c.

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Message from The President...

It's a Long Trip, a Long Road . . .

By JOHN STETSON, AIA

President

Florida Association of Architects

It becomes increasingly apparent that few people have the slightest conception of the knowledge and effort required of a man seeking admittance to the practice of architecture. This lack of understanding plus a failure by some practicing members of the profession to recognize the complexities of a well-rounded education and experience portfolio have combined to advise a gullible public that all a man needs to practice the profession of architecture is a pencil, a drafting board, access to a blueprint machine and a few ideas. To fasten responsibility for this general misconception is impossible.

Forgetting for the moment the usual suggestion that we should, through our public information programs, educate the buying public to these complexities and leave it at that, let's see where we stand. In recent years more and more architectural schools have tried to convince embryonic architects that graduation is only a step upward toward the ultimate goal. Five years of higher education is proving barely adequate as a basic training, leaving much for the student to learn during his first three to five years in an office. Several foreign universities have increased their schooling period to eight years. This includes several periods of office experience mixed with more formal education, thereby allowing the student to apply theory in a positive manner as well as research subjects in which he finds himself lacking, while still in school.

Prior to World War II the average architect was familiar with less than a third of the products now generally used in the construction field. During any year, if progressive, he used less than half the construction techniques and methods he applies today. Air conditioning was a luxury not employed in homes and in few buildings overall. Church and school building programs were at a standstill from 1929 to 1947. Office buildings just were not being constructed, nor were new factories or apartment houses. One of the few cities enjoying new hotel construction was Miami Beach.

For a man to hold himself forth as an expert on all forms of architecture requires more than just so many years of study and experience. It necessitates a native born insight and understanding of man's methods of sheltering himself and the form of his structures specifically designed for the task at hand.

(Continued on Page 30)

Two Outstanding New Work Books

The AIA Building Products Register

What was an idea in 1950 has become a brilliant reality in 1960. Between those ten years a tremendous amount of creative thinking, shrewd technical and analytical reasoning and editorial experimentation has brought forth what will probably prove to be one of the most generally valuable of architectural working tools. The first edition of the AIA Building Products Register, 1960, has already merited the acclaim of publishing professionals who recognize the purpose behind it and have only admiration for the continuing energies which overcame the enormous difficulties of its production. It is unthinkable that building professionals will not also recognize its value — even at the price of $25 per volume.

Essentially the Register provides a quick method for the comparative analysis of the products of various manufacturers which fall within 23 general classifications. Under each classification are various subdivisions. In combination they present salient information factors of over 1300 products. In addition, the Register is a new source for the coordinated digests of 700 technical standards and specifications. A newsletter will bring data on other products and standards.

Thus, in one volume, building professionals have close at hand the information which formerly required endless hours of time and energy to assemble. The Register is available from the headquarters of the AIA, 1735 New York Ave., N. W., Washington 6 D.C.

Reducing the Cost of Public Housing

Strictly speaking, this is not a book — it is the remarkably complete report of a remarkably thorough research inquiry into housing costs and methods for reducing them. The material in "Methods of Reducing The Cost of Public Housing" was compiled under a research grant by the New York State Division of Housing by a team of graduate students of Pratt Institute under the direction of Professor John Callendar, formerly a moving force in the John B. Pierce Foundation.

Though concerned with "public" housing, the 139-page volume seems quite as applicable to almost any sort of multi-family dwelling construction. The admirably presented results of its analytical research concerns such problems as planning, structural systems, various types of exterior wall constructions, interior elements and mechanical equipment.

This report does not deal with theory. It is an intensely practical collections of technical facts, figures, charts, diagrams and drawings — documented with unit costs in every phase of presentation. It contains a whole series of recommendations toward the end of lowering housing costs — and through this device effectively reveals how outmoded codes and regulations are withholding from use a whole series of technical improvements.

Inquiries about this report should be addressed to Dean Olino Grossi, Pratt Institute, Brooklyn 5, N. Y.

News & Notes

Safe for Another Year . . .

The 1960-61 list of Accredited Schools of Architecture was recently released by the National Architectural Accrediting Board. On the list were 51 schools of architecture throughout the country that had been given Board approval.

Architects throughout the State as well as the faculty of the College of Architecture and Fine Arts at Gainesville, will be glad to know that the University of Florida was on the Board's Accredited List this year. Thus, for another year at least, Florida will be spared the shame of having her only recognized college for architectural education stricken from the Board's Accredited List because of inadequate quarters and insufficient instructional facilities.

However, the Board's list is revised annually and is valid only until the next list is issued. If the 1961 Legislature acts favorably on the appropriation for new College buildings, the NAAB will probably continue the Gainesville accreditation. If not,



New Auxiliary for Palm Beach

These are the 21 wives of Palm Beach architects who attended a tea, at the Home of Mrs. John Stetson, early last month, for the purpose of organizing an Auxiliary to the Palm Beach Chapter, AIA. The new Auxiliary is planning to hold its first formal business session in September. Back row, left to right, are: Mrs. Charles E. Toth, Mrs. Robert Fulton Blake, II, Mrs. John Dugger, Mrs. Stephen J. Ginicchio, Mrs. J. Raymond LaThomus, Mrs. Kenardon M. Spina, Mrs. Robert H. Brainard, Mrs. Joseph Paluga, Mrs. Gustav Maass, Mrs. Duane Johnson, Mrs. Howarth Lewis, Jr. Front row: Mrs. Lawrence S. Funcke, Mrs. Henry K. Harding, Mrs. Kenneth Jacobson, Mrs. Norman Robson, Mrs. John Stetson, Mrs. John Gesbocker, Mrs. Frank Stetson, Mrs. R. Carroll Peacock, Mrs. Gerhard A. Selzer, Mrs. Harold A. Obst.

chances seem good that its next list will omit the name of the University of Florida.

Write To Your Delegation...

Indications are that not all architects recognize the serious implications of secondary boycotts in construction. Any sort of secondary boycott by one trade could hold up completely any progress on a job; and this could well be as devastating to an architect as to a general contractor or owner. A bill — HR9020 — which would legalize secondary boycotts has been referred to the Rules Committee of the House but has not yet been acted upon.

All management elements of the construction industry are, understandably, trying to kill this bill. Architects can help by writing to their Florida legislative representatives. Write particularly to Senators SPESSARD HOLLAND *and* GEORGE SMATHERS at the Senate Office Building, Washington, D. C. It is expected that passage of the Senate version of the bill will be pushed now that nominating conventions are over.

MARK THE DATE . .
IT'S AUGUST 12th

The 1960 Office Practice Seminar will be held on that date—at The Hotel Fenway at Dunedin, just south of Clearwater. . . . One of the featured speakers will be Robert H. Raine, CPA, of the Clearwater firm of Turnburke, Brock and Paine. His topic will be "Tax Angles for Architects" — and what he says might well save you twice the expense of getting over to hear him say it. . . . Better be there, for sure. . . .

The Percentage Tells. . . .

Florida men were architects for twenty percent of the houses selected this year for publication in "Recird Houses of 1960" by editors of *Architectural Record* from ". . . the best houses from all parts of the United States including Hawaii." Twenty houses were selected; and of these

(Continued on Page 28)

News & Notes

(Continued from Page 27)

four were the design products of Florida architects.

Architects whose designs were chosen for inclusion in this fifth annual publication of award winning houses were: Nims and Browne, Miami; Mark Hampton, Tampa; Paul Rudolph, Sarasota; and William Rupp, Sarasota. California was next best, with three selections.

Criteria for selection included appearance, interior as well as exterior, spatial organization, structural design and ingenuity of electrical and mechanical systems.

School Cost Report

Recently the AIA *Memo* called attention to a report of the Ford Foundation's Educational Facilities Laboratories relative to costs of school construction. This is a question of particular importance in Florida — even though, in this state school costs on the basis of square foot figures, are substantially less than the national averages. The report covered a wide range of investigation on school costs, including the intangible costs involved through developing schools which are useful as community facilities as well as educational units.

The content of the report suggests that it would be a valuable reference tool for any architect dealing with a county school board and the State Department of Education. Copies of the report are available without charge from Educational Facilities Laboratories, Inc., 477 Madison Avenue, New York 22, N. Y.

1961 School Building Architectural Exhibit

The American Association of School Administrators has announced that its 1961 Architectural Exhibit program will include three separate exhibits at San Francisco, February 25-28, St. Louis, March 11-14, and Philadelphia, March 25-28. The exhibits are co-sponsored by the AIA; but all architects are invited to submit entries of the recent school buildings they have designed.

Entries may be of public, private or parochial schools for all grade levels up to and including the 14th grade, erected, or under contract for erection, in the United States since January 1, 1958. However, buildings entered in former AASA exhibitions are not eligible for entry now.

Deadline for receiving entry blanks in the AASA office — 1201 Sixteenth St., N.W., Washington 6, D.C. — is September 15, 1960. Full information regarding any phase of this exhibit may be obtained by addressing Dr. Shirley Cooper, Associate Secretary of the AASA at this address.

82 New Registrations Granted Since January

A total of 82 new registrations to practice architecture in Florida have been issued by the State Board since January this year, according to a list released last month by Morton T. Ironmonger, AIA, secretary-treasurer of the Board. Of these, 20 were granted "by exemption" to applicants holding unexpired registrations in other states and exhibiting satisfactory evidence of professional activity. Eighteen registrations were granted on the basis of the applicant's holding an

NCARB certificate. One registration on the basis of a senior examination was granted to William F. Breidenbach, of Tampa.

The remaining 43 registrations were issued on the basis of the written junior examination. Examinations were given to 189 applicants, thus indicating a passing percentage of 22.8. Of the total taking the tests, 54 were doing so for the first time and 135 were repeat examinees. Only three passed all exams successfully on their first attempt.

Of the 43 who passed their tests, only 13 were graduates of the University of Florida. 22 were graduates from other universities or colleges; and eight of the examinees had not graduated from any architectural institution. Of the 146 who failed to pass the tests, 44 had not graduated from an architectural school and 53 held diplomas from colleges or universities outside Florida. University of Florida graduates failing the examinations numbered 48.

The following are those registered on the basis of the junior exams:

Rurick F. Ekstrom, Charles H. Vann, *Coral Gables;* Edward R. Bywaters, Richard W. Dodge, *Fort Lauderdale;* Tilmon P. Chamlee, *Fort Myers;* Richard C. Haley, Herbert S. Wright, Jr., *Gainesville;* Richard J. Veenstra, Billie W. Kellam, Hugo S. Thorsen, James L. Garland, Emilio Zeller, William N. Morgan, Mary-Louise Boyer, *Jacksonville;* Ronald L. Lane, *Lake Park;* Garvin T. Dreger, *Largo;* Robert W. Murphy, Walter W. Baggensen, Jr., Stuart Cohen, Kalvin J. Platt, Jr., Robert W. Clark, Jerry D. Tillinger, Alfred Marchesani, Howard Ahern, Charles F. Knight, William C. Zeigler, George Sheldon, *Miami;* Norman L. Wax, *Miami Beach;* George D. Gunn, *Miami Springs;* Tom Fuehrer, *No. Miami Beach;* Frank E. Smith, Jr., Glen S. Guthrie, John B. Steele, Kenneth L. Warriner, *Sarasota;* Joseph I. Mitchell, Jr., C. Randolph Wedding, *St. Petersburg;* James D. Bullard, *Tallahassee;* Eugene R. Smith, III, James A. Greene, Teresa J. Mullane, *Tampa;* Dale T. Kincaid, *Winter Haven;* Charles F. Williams, *Winter Park.* The only successful examinee with an out-of-state address was Joseph R. Savage of *Cincinnati, Ohio.*

President's Message . . .

(Continued from Page 23)

A long time ago the National Council of Architectural Registration Boards recognized the growing complexities of the practice of architecture and recommended three years of experience after graduation from an accredited college for the young architect before registration. Florida still is in the horse and buggy stage in recognizing this necessity, although our State Board has recommended this change for years. By the time we get around to requiring three years of experience, other more progressive states will require five years of professional experience.

The public, and particularly the politicians, do not know the reason for this; and I fear too many students and practicing architects fail to see its necessity. Maybe we should attach a proper title such as "internship" to this most important period. At any rate, we must face up to the possibility of either limiting practice to specialized fields, or extending the educational period to sufficient time for a man to grasp all of the fundamentals necessary for general practice.

As for practicing professionals, stop selling yourselves short. No professional man today is expected to maintain such a tremendous store of knowledge on any subject or have available for immediate answer so many solutions to so very many problems. Stop and consider sometime what is expected of you. Unless you have far more than a working knowlege of all phases of land development, financing, building construction, building law, landscaping and interior decoration, a client may feel you unworthy of a commission.

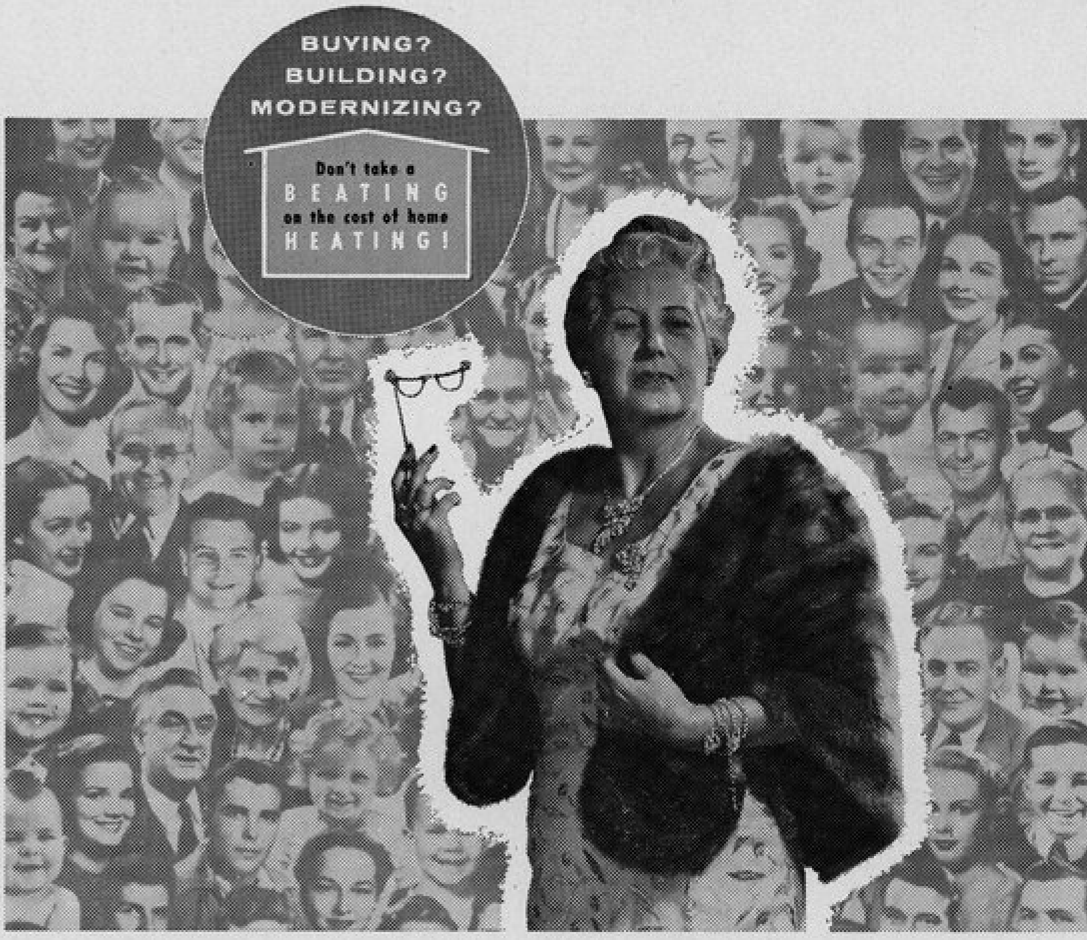
In other words, you are expected to be land surveyor, land planner, cartographer, geologist, structural engineer, designer, artist, sculptor, mechanical engineer, specification writer, material researcher, accountant, quantitative analyst, acoustical engineer, financial expert, labor relations expert, real estate informant, economist, construction lawyer, materials purchasing agent, equipment wholesaler, interior decorator, radio and Hi-Fi expert, sanitary engineer, landscaper, industrial engineer, golfer, fisherman, civic leader, traffic engineer, insurance consult-

ant, investment broker, lawn maintenance expert, mortgage broker and general contractor. Quite often you may be called on to be a handyman and even occasionally a baby sitter!

Now, in order to accomplish these things to the satisfaction of your clients, you must have considerable knowledge of the operation of hotels, apartments, ice cream plants, laundries, night clubs, hospitals, schools, churches of all faiths, theatres, and office buildings. It is further anticipated that Mr. Architect will serve on municipal planning boards and committees, belong to civic clubs and generally be a social lion.

No wonder architects never retire. It takes more than just a long life to accomplish a part of all this. It may sound grossly exaggerated; but any man who has practiced for ten or more years has been exposed to all or most of the preceding. It is obvious that with this talent and knowledge to draw on, we are of incalculable value and should so consider ourselves. However, to gain only a small, informative acquaintanceship with the services mentioned requires a long trip down a longer road.

ADVERTISERS' INDEX



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Here's the Man We're Looking For . . .



The Executive Secretary

He must be a man of wisdom and ambition, an after-dinner speaker, before and after dinner guzzler, night owl, able to travel all day and make out reports all nights and appear fresh the next day — and able to sleep on the floor and eat two meals a day to economize on traveling expenses, so he can entertain friends in the next town.

Must be able to entertain wives, sweethearts and stenographers without becoming too amorous; be happily married with a large family and have a wide range of telephone numbers knowing none of those involved; must inhale dust; drive through snow ten inches deep at ten below and work all summer without perspiring or acquiring B.O.

Must be a man's man, a model man, a good husband, fatherly father, a good provider, a plutocrat, a democrat, a republican, a new-dealer, an old-dealer and a fast dealer, a technician, a politician, a mathematician, an old airplane mechanic and an authority on plumbing ware, codes, laws and marketing techniques — and also know how to fix old cars. Must be a competent steno and typist, able to do 150 words a minute and keep a cigar going full blast — an inoffensive cigar at that.

Must attend all meetings, conventions, funerals, visit hospitals and jails, contact and soothe the feelings of all members, prospective members and ex-members in his territory—and take time out for good-will work with the local Auxiliary and the state and national Auxiliary as well.

Must mow the lawn, know the Governor and own a car that is neither larger than any member's nor smaller. Must be able to compute mileage, drift, ground speed, gas consumption per block per minute, wear and tear on tires and depreciation on the paint job. Car must be new enough to create respect in all those who see it, but old enough to avoid charges of "putting on the dog."

Must be able to edit a magazine without spending time on it; own attractive home suitable for committee meetings, but not sumptuous enough to cause comment by those attending. Must know labor law, criminal law, law of supply and demand and how to make an expense account and voucher stick the first time it is submitted.

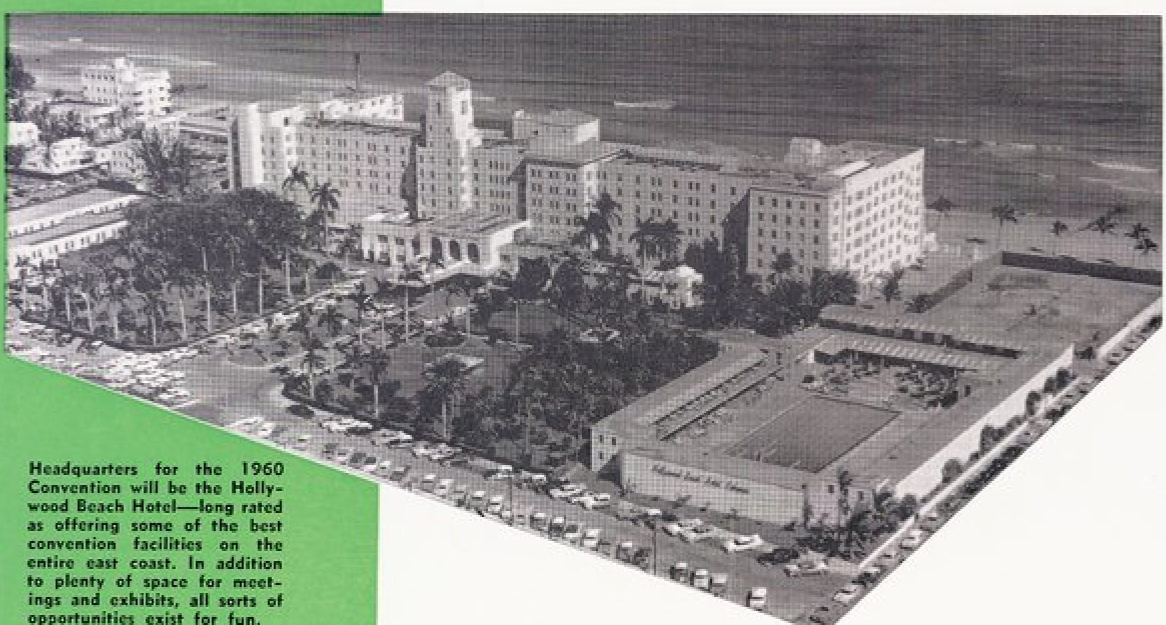
Must have unlimited endurance and frequent over-indulgense in wine, wind and gab. Must be an expert talker, liar, dancer, traveler, bridge, golf and poker player, authority on palmistry, physiology, psychology, hydraulics, cats, dogs and fish.

Must be ugly enough to be trusted by husbands and attractive enough to be interesting to wives. Parolees need not apply.

NOTE — *The foregoing appeared in the most recent issue of* IDEA BULLETIN, *a light-hearted service of the Hollywood Beach Hotel, site of the FAA's 46th Annual Convention in November. It is reproduced here in a spirit of helpful good-will by permission through the good offices of Howard Ganek, the Hollywood Beach Hotel's genial Convention Manager.*

FAA

. . . The first Convention of the new decade — which some are already calling "The Sizzling Sixties" — will be at Hollywood in November. The Broward County Chapter will be the host; and members are already at work developing the theme "Man, Climate and The Architect" into a program which promises to be both provocative and unusual. . . . It's not too early to plan for the 1960 FAA Convention right now. There's a good chance you'll be invited to participate as well as to attend . . .



Headquarters for the 1960 Convention will be the Hollywood Beach Hotel—long rated as offering some of the best convention facilities on the entire east coast. In addition to plenty of space for meetings and exhibits, all sorts of opportunities exist for fun.

46th ANNUAL FAA CONVENTION

NOVEMBER 10, 11, 12, 1960 — HOLLYWOOD BEACH HOTEL — HOLLYWOOD